

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In re**

**Application of: WILSON, Joseph**

**Examiner: N. Boveja**

**Application No.: 10/669,791**

**Group: 3622**

**Filed: September 25, 2003**

**For: SYSTEM AND METHOD FOR SEGMENTING AND TARGETING  
AUDIENCE MEMBERS**

**Attorney Docket #: 54820-00602**

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

Mail Stop Amendment  
Commissioner for Patents  
Alexandria, VA 22313-1450

Dear Sir:

Responsive to the final Office Action dated January 5, 2009, Applicant respectfully requests reconsideration of the rejections made in view of the following amendment and response. This amendment and response is accompanied by a request for continued examination. A listing of the claims begins on page 2 of this response and Applicant's remarks begin on page 10.